

Smart Moves

Fall Conference & Trade Show

Nov. 14-15, 2011 Indianapolis, Indiana

for **Funeral Suppliers**



Opportunities, Trends & Hot Buttons

Meet Potential Customers Face-to-Face

Get the Scoop on Funeral Supplier Buzz

Save Your Customers from Extinction

Explore Buy-Sell Opportunities

Compare Notes with Knowledge Leaders

CFSA
CASKET & FUNERAL SUPPLY
ASSOCIATION OF AMERICA

Plug In. Move Ahead.

Everyone is struggling for ways to add new customers, cut costs and work smarter. It can be exhausting! Pick up a new bag of tricks by spending a couple days with like-minded people who have the same objective as you: to discover ideas that will make a positive impact on your business.

- Exchange practical ideas with knowledgeable people
- Build relationships with potential customers
- Explore relationships with suppliers
- Identify crucial funeral supply issues
- Learn practical suggestions for gaining competitive advantages

Your colleagues provide an amazing pool of knowledge about successful sales tips, product launches, customer feedback and business practices that will move you forward AND make you breathe a little easier.



Smart Information

Keynote Address

How Suppliers Can Save Funeral Directors from Extinction...And Save Themselves In the Process

Lajos Szabo, Chief Strategy Officer, Schoedinger Funeral Homes

Suppliers and funeral directors may have different perspectives of funeral service, but in light of shifting preferences for memorialization and a long list of other challenges, both face an uncertain future unless everyone gets on board with better ways to serve a new breed of customers. **Lajos Szabo** will use his experience as a strategist, supplier consultant and funeral director to describe how suppliers can motivate funeral directors to offer the full range of products and services available by engaging them as equal partners. Just as importantly, he'll explain why suppliers who don't directly serve funeral homes play an equally crucial role.

Knowledge Leaders Panel Discussion

Popular Session Returns with Expanded Participants

Moderator: **David Hazelett**, President, Astral Industries

CFSA's highly-rated panel discussion will feature interactive dialogue between attendees and those knowledgeable of a variety of funeral service perspectives. Find out how leading company officials interpret funeral service trends and how they plan to respond. Panelists scheduled include: **Mike Beardsley** (Thacker Casket Co.); **Tony Colson** (Genesis Casket Co.); **Peg Deaton** (Deaton-Kennedy); **Jim Doyle** (Matthews Intl. Corp.); **David Nixon** (Nixon Consulting); **Jerry Reichert** (Aurora Casket Co.); and **Curt Rostad** (Indiana Funeral Directors Association).

Business Meeting, In Memoriam & Board Elections

CFSA will recognize and remember colleagues, family and friends we lost since the last Fall Conference & Trade Show. Immediately following, President **Kevin Thomson** will officiate CFSA's annual membership meeting and Board of Directors and Officers elections.

Greetings from CFSA's President

Opportunities for funeral suppliers to collectively reflect on what makes our profession challenging, rewarding, maddening and thrilling are too rare to pass up. I urge you to gather with colleagues, buyers, sellers, industry experts, competitors and allies for two days of exploration that are sure to leave us charged up and ready to tackle the next phase of our businesses.+

ô Kevin L. Thomson, CFSA President
Dixline Corp.



Schedule at a Glance

(Schedule subject to change)

Monday, November 14

9:30 am Exhibits setup
Exhibitor Continental Breakfast
11:30 am Exhibitor Luncheon
12:25 pm Exhibit Grand Opening
12:30 pm Exhibits/Attendee Luncheon
4:30 pm Exhibit Hall closes
Networking Reception & Lifetime
Recognition Awards
6:00 pm Free evening

Tuesday, November 15

7:30 am Continental Breakfast
8:30 am Business Session/Elections/
In Memoriam
9:00 am Beverage Break
9:15 am Keynote Address
10:30 am Beverage Break
10:45 am Knowledge Leaders Panel
Discussion
Noon * Exhibits/Attendee Luncheon
2:00 pm * Exhibit Hall closes
Exhibits Teardown

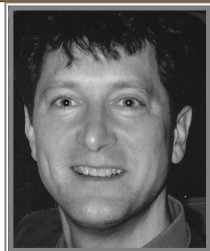
* NEW TIME

Exhibitors*

Alliance St-Laurent Casket Corp.	Astral Industries
Behalt Casket LLC	Belmont Stamping Co.
Brothers Enterprises	C.J. Boots Casket Company
Cherokee Casket Co.**	Church & Chapel Metal Arts
Commemorative Casket USA	Concept Casket Co.
Connersville Paint Co.	Dixline Corp.**
FYDA Freightliner Cincinnati	Geneva Manufacturing Corp.
Halo Int'l Corp.	Iron City Stamping
IVC Industrial Coatings	JYCO Sealing Technologies
Langenau Mfg.	Leigh Fibers
Magog Caskets Inc.	Marion Body Works Inc.
Matthews Casket Divn.	Maurer Industrial Group
McCord Products	New England Casket Co.**
Paul Casket Co.	Red Book
Sauder Funeral Products	Schuylkill Haven Casket Co.**
South Durham Caskets Ltd.	Southern Craft Mfg.**
Thacker Caskets Inc.	Tiedemann-Bevs Industries**
Timberline Industries	Vandor Corp.
VerPlank Enterprises Inc.**	W & M Manufacturing**

* As of August 1, 2011 **Event Sponsor

Always participate in the Fall Conference & Trade Show, not only to support the organization, but to stay abreast on topics, issues and changes within the casket and funeral industry.+



Alan Elder

Vandor Corporation

Exhibit Hours

Exhibitor Setup

Monday, November 14 9:30 am-12:30 pm

Exhibit Hall Hours

Monday, November 14 12:30-4:30 pm
Tuesday, November 15 Noon-2:00 pm *

Exhibits Teardown

Tuesday, November 15 2:00-4:30 pm *

* NEW TIME

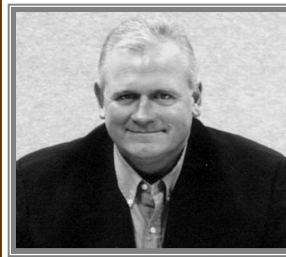
Perks

Meals & Social Events

Social events provide outstanding opportunities to connect with colleagues and potential customers and suppliers. In addition to access to all educational sessions, your registration includes: Lunch Buffet, beverages, and the Networking Reception & Lifetime Recognition Awards on Monday; Breakfast Buffet, Lunch Buffet and beverages on Tuesday.

Networking & Awards Reception

Mingle with all Fall Conference & Trade Show participants off the show floor during this reception immediately after the exhibits close on Monday afternoon. Refresh and reinvigorate yourself with light hors d'oeuvres and a host bar as you catch up with old friends, make new ones, and help honor the 2011 CFSA Lifetime Recognition Award recipients.



The interaction on the show floor is a great way to spend quality time with our customers that wouldn't otherwise be available to us. The social events, in particular,

help open doors to long-term business relationships.+

Michael Fleming
Keith M. Merrick Co.

Dinner On Your Own

Monday evening is a free night. After enjoying the Networking & Awards Reception, invite colleagues or customers to dinner at one of Indianapolis many spectacular restaurants within walking distance of the hotel.

Hotel

Hotel

Crowne Plaza Hotel @ Union Station
123 W. Louisiana Ave.
Indianapolis, IN 46225

Hotel Reservations

Reservations Telephone	(317) 631-2221
Reservations Fax Line	(317) 236-7474
King bed/2 double beds	\$129.00 per night*
Train car room	\$139.00 per night*

* Plus 16 percent tax (\$149.64/\$161.24)

CFSA cannot guarantee room availability or rates after October 17, 2011.

More Information

Contact CFSA if you have questions or need additional information.

Phone: (847) 295-6630
Email: brussell@cfsaa.org
Web Site: www.cfsaa.org/events.php

Fees

Send your Registration Form and payment to CFSA:

By fax: (847) 295-6647
By mail: CFSA, 49-Y Sherwood Terrace,
Lake Bluff, IL 60044
By email: brussell@cfsaa.org

	By 10-17	After 10-17
CFSA Members	\$295 pp	\$320 pp
CFSA Members one-day pass	\$150 pp	\$175 pp
Non-Members	\$395 pp	\$420 pp
Non-Members one-day pass	\$180 pp	\$225 pp

